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THE REPORTER OF DIRECT MAIL ADVERTISING

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A monthly conversational report of direct mail ideas, information and activities

U.S. ADM.
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May, 1942

To the Constant Readers of THE REPORTER
(New Readers Can Skip This)

I suppose I could close my eyes to the serious situation in the Direct Mail field . . . and give you the usual kind of report . . . with many items about many things.

But I'm not built that way!

The breezy ideas are hereby stored away until next month.* I am devoting most of this issue to one important subject: "Should Printed Promotion be continued during the war?"

I am putting the study of the past month into *one letter*. Read it carefully. Then show it to others who are worried and confused about this serious subject.

THE TRUTH IS . . . that the Direct Mail business has just about "gone to pot" in the last month. Starting on the next page, you will find our analysis of the situation. It may help *you*. It may help your friends. I hope so.

Sincerely,

*Next month, we will resume our rapid fire reporting of the best ideas for war-time promotion. We will appreciate hearing from all of you after you have recovered from this issue. Tell us what *you think* about the whole situation. Tell us what you are doing. Tell us how you are tackling your problems.

A LETTER TO THE USERS OF PRINTED PROMOTION

The facts given here are based on authentic information obtained from Government Agencies, Supplier Associations, Producer Groups and Surveyed individuals.

Friends:

If it is true that the spirit of a nation is mirrored in its advertising . . . the American mirror is being dimmed to a dangerous degree.

This letter is written to refute the ridiculously widespread belief that it is unpatriotic to use printed promotion because of "a paper shortage."

THERE IS NO PAPER SHORTAGE! ! ! Read that again. THERE IS NO PAPER SHORTAGE . . . FOR ADVERTISING NEEDS.

Before we give you the facts, let's make our position clear beyond any possible doubt.

*"There is a war to be won. The war must be won. That comes FIRST.
And there are only four jobs for Americans—*

- (1) Administering and directing the war effort*
- (2) Fighting the war*
- (3) Supplying the fighters with materials*
- (4) Keeping life and business going so that we can support and pay for the war.*

The first three in order given outrank the fourth. Those in the last group must shift.

substitute and keep-on with what courage and ingenuity they can muster. If and when our jobs become totally unessential, we step into brackets one, two or three."

Any remarks made here advocating continued advertising activities are based on the assumption that those activities do not deter, harm, delay or obstruct the war effort. Direct Mail people generally can endorse wholeheartedly a sentence in a recent letter from a prominent envelope manufacturer.

"Every one of us would gladly close our doors and not convert or process another sheet of paper for the duration if that action will help lick the Axis."

WHAT IS THE SITUATION?

In September 1941, several flustered statistical experts (who are no longer statisticalizing) prophesied a shortage of 29% in the paper supply for 1942. Among spoken and published statements made at that time were casual figures like these:

(a) A million tons of paper would be needed for each 5 million dollars for defense.

(When analyzed . . . that would mean 160 billion dollars worth of paper for every 8 billions of war goods. Of course, this was a typographical error. What they intended to say was "A million tons of paper would be needed for each five billion dollars for Defense."

Even this forecast has been proven to be entirely erroneous. The Government is now spending at the rate of fifty billion dollars a year for Defense, and by above corrected forecast should be using ten million tons of paper. Actually, the total Government use for wrapping war materials, and for correspondence, forms, publicity, ration books and mimeograph orders in the field, does not require much over two million tons of paper, which is no great amount considering that the total supply of paper in the United States exceeds twenty million tons per year.)

(b) Also predicted last September: Two million rolls of toilet paper would be needed for each Army camp.

(When analyzed . . . a roll would last a man only from Sunday morning until after lunch Thursday.)

(c) *Also predicted: 100 million pounds each of book and cover paper would be needed for soldiers handbooks.*

(When analyzed . . . each man in an army of 4 million would have to carry 25 pounds of handbooks.)

Statistics like those were publicized. They were *republicized* by printers who urged customers to "buy now."

Next . . . someone decided to conduct a paper conservation program. Wide publicity given to waste paper collection caused the general public to think that all paper was scarce. Few people realize that there is a great difference in *grades of paper*.

The publicity ball kept rolling. Newspapers carried shortage stories; salesmen groaned about shortages to come. People with axes to grind (against Direct Mail) used the shortage argument as a lever to divert advertising dollars into other channels.

Some Associations issued bulletins to members advising against the use of paper for advertising. One powerful Advertising Association told its members that they should be "watchdogs" and should criticize in writing all advertisers who sent them "unpatriotically wasteful promotions." A Dairy Association secured an agreement among members to eliminate all package inserts. Even the people in the Direct Mail supply and production businesses were cautioning against wasting paper.

The inevitable happened. Advertisers began receiving letters from indignant customers or prospects "Don't you know you are being unpatriotic . . . using *paper* to tell us about your (work, product, company, offer, etc.)?"

Presidents, purchasing agents and other company officers began issuing orders to kill-off all printed promotion. House magazines started falling by the wayside; instruction booklets were side-tracked; printing orders were cancelled. Save Paper! Save Paper! Save Paper!

The Direct Mail supply industry suddenly woke up to the fact that it was "being conserved to death." Printers saw their volume sliding down hill.

WHAT ARE THE TRUE FACTS ABOUT PAPER?

Using the rosiest estimates, the Government will require in 1942 . . .

43% of the available tonnage of corrugated and fiber carton paper

29% of the available capacity of Kraft production

20% of capacity of producers of bonds, writing and mimeo papers

9% (get that) of the available book paper production

Understand those figures! Advertisers use for printed promotion mostly book, text, cover and papeterie papers. The Government needs only 9% of the production capacity of present book paper mills. (Approximately same conditions exist in text, cover and papeterie lines.) In 1940 (considered a good normal year) the mills ran at only 77% of available capacity. Therefore, if in 1942 the paper mills operated at 100%, their consuming public (the advertisers) could have 14% more paper than used in 1940, and the Government could still have its 9%. Does that look like a shortage?

Understand, too, that there appears to be a plentiful supply of raw material (pulp). Understand, too, that paper making machines built for making so-called "book papers" cannot be diverted practically for the manufacture of paper board.

Even the chemicals used for making paper are not scarce with possible exception of chlorine which effects only brightness and not *quantity of production*.

That in a nutshell, is the "paper situation." There is no shortage in "advertising papers." Instead of a paper shortage, THERE IS A SURPLUS OF PAPER PRODUCING CAPACITY. And what's more . . . the waste paper collection scare has flooded the dealers and processing mills with more stock than can be used . . . and prices have dropped.

PLEASE UNDERSTAND right here that we are talking about conditions which exist NOW . . . at present. None of us can foretell possible complications of the future in labor and material supply or in transportation and power. We are analyzing the situation as it exists today . . . with a conservative appraisal of the future. All of us are ready and willing to accept future changes necessary for winning the war.

The fact remains that: the false rumors of shortages, the frantic efforts at unsound conservation, plus the natural drop in "frozen goods" advertising have caused such a reduction in printing volume that current production of coated paper mills is estimated at only 40% of capacity, while uncoated book mills are running from 80-90% (but dropping). Those figures spell trouble for the Graphic Arts Industries.



For
NEWS-TELLING
NEWS-SELLING
Printing

The jungle boy beating on his tom-tom

had the right idea. When you have

news to tell, give it force.

Make it simple. Make it stop...

and stir...your audience.

Pick your papers to get the right

feeling in your news printing jobs.

Through the compelling quality of

freshness and brightness in color.

Through the expressive character of

texture and surface. Whether it's a

simple announcement or an important

presentation, there's the perfect choice

of Strathmore paper...to tell

the news as it should be told...

quickly, effectively, economically.

This is No. 8
 in the Strathmore
 New Business Series
 "How to Spread the News"

A folder with many ideas
 on creating and selling
 news printing jobs.



Strathmore **PAPER COMPANY • WEST SPRINGFIELD, MASS.**

IT IS NOT UNPATRIOTIC TO USE PRINTED PROMOTION

If there is plenty of paper for Government AND advertising needs, then it is not being unpatriotic to use paper for your logical business requirements. Anyone who advises you differently is not telling you the truth. You can check our facts and figures with any number of information sources. Certainly, you should not be *wasteful . . .* but if you have legitimate uses for paper, you should not restrict its use because of *unsound reasons*.

Advertisers who “fall for” false rumors — are unpatriotically helping to disrupt the American picture. Let’s take a look at the Graphic Arts business and see what disruption means.

It’s a complex picture made up of seemingly unrelated units. It has grown through the years to the sixth largest industry in the United States. Hundreds of thousands of skilled craftsmen, technicians and executives have been developed . . . to reflect the spirit of a nation through its advertising.

Behind the scenes — you find the paper mills, the ink and envelope manufacturers, the equipment builders. Only in the case of equipment manufacturers can the plants and machinery be converted to war production. And those plants *have been converted*. Present printing equipment is adequate for the duration.

TRADITIONALLY PREFERRED FOR PRECISION PRINTING PRODUCTION



VICTORY—AMERICA'S NO. 1 JOB

We'll all need a lot of fortitude—physically, financially and industrially to win. That's O.K. with us—complete victory regardless! Northwest's family of paper users will understand why our previous high standards of "brightness" are mutually sacrificed as contribution to help protect America.

VICTORY War Quality PAPERS

THE NORTHWEST PAPER COMPANY • CLOQUET, MINNESOTA, U. S. A.

Copyright 1942 By The Northwest Paper Company

Paper mills *cannot be converted*. A "tiny" paper machine stretches out some three hundred feet. A big machine, with intricate rollers for drying, coating, finishing, etc., may take 700 feet or more. The machines make paper — *nothing else*.

On the visual Direct Mail front . . . you have a variety of talents. Artists, photographers, engravers, electrotypers, lithographers, printers, binders, finishers, letter-shops, mailing and list houses. All of these people are specialists. Most are beyond military age. Their plants, with few exceptions, cannot be converted into war work. Theirs is the medium for putting your written words into flight . . . to reach the selected people who should read your words.

It is not unpatriotic to keep these people going, when by so doing you are keeping alive a typical part of American life.



WHAT CAN YOU DO ABOUT IT?

Be sensible about your advertising. Don't jump at false conclusions. Don't be hysterical.

Perhaps you should look at advertising in the win-the-war way suggested by Jules Paglin of New Orleans at a recent meeting of the 10th District Advertising Federation. Said Jules: —

"Some advertising men have solved their problems by entering the service of their country. Others have offered their services as advertising men to the government and now feel their obligation is ended. But it is neither the solution to the advertising man's problem nor the end of his obligation.

Before the war is ended no group which fails to demonstrate its usefulness to this country can expect to be supported by it. We who taught the country to ride in automobiles, use washing machines, have two packs of cigarettes a day and use toothpaste are best equipped to teach our people the lesson of what war means to them. We are better equipped than anyone else to teach them to buy bonds and stamps, to prepare for civilian defense, to salvage essential materials and how to organize ourselves generally for an all-out effort to win."

Read that again . . . especially the last paragraph . . . and you may get a new conception of *your place* in this advertising picture. By arbitrarily stopping all your printed promotion efforts, you are helping to dampen the spirit of America. You are laying-down on part of *your job*.

There are plenty of opportunities for the intelligent use of printed promotion. Direct Mail . . . printed promotion . . . can be used as an emergency tool to reach new markets *without delay*. It can be used to keep you in touch with disrupted customer contacts. It can be used to speed the war production program by finding new sources of supply or production. It can be used to build morale among customers, employees, or stockholders. It can be used to help pull America through the trying days of doing-without by teaching how to make what we have last longer.

For example, if you have planned to eliminate your employee house magazine because it is unpatriotic to "waste the paper" start figuring all over again.



Original drawing by William H. Campbell

War is a Challenge!

War flings down the gauntlet . . . to American Business, no less than to our fighting forces. It is a challenge to our native ingenuity, in laboratory and plant.

Business can reach for the crying-towel . . . or it can take the sage advice of the female lead in the radio comedy: "Don't stand there—*do* something!"

This Corporation, "Paper Makers to America", prefers to *do* something.

We who make Mead, Dill & Collins, and Wheelwright papers and the informed merchants who distribute them will meet the challenge with American resourcefulness—

even in our suits of mail, weighing upon us like some evil incubus.

There is a shortage of chlorine? Okay. We'll mix-in some *brains*. There aren't enough freight-cars? Then, figuratively, we'll use pack-mules. *En garde!*

Paper is at war, and, the war industries shall have paper, to the limit of our ability. For details. For records. For correspondence. For Victory. And, war or no war, business knows that it must advertise or be forgotten . . . that it's "paper—or pauper."

Let's keep our armor bright. This is America!

Offering a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond, Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White, Printflex, Canterbury Text, and De & Se Tints.



SALES OFFICES

THE MEAD SALES COMPANY
DILL & COLLINS INC.
WHEELWRIGHT PAPERS, INC.
230 PARK AVENUE, NEW YORK CITY

New York
Chicago

Philadelphia
Dayton

Boston
Kingsport

THE MEAD CORPORATION

There is plenty of paper, plenty of black ink, plenty of press facilities. The Government itself is interested in *incentive drives*. All right! Make your house magazine an *incentive builder*. Put more pep and enthusiasm into it than ever before. Build production . . . but beyond that, build a deeper and stronger desire to protect and preserve this country of ours.

For example again. If you have decided to stop contacting customers because it is unpatriotic to "waste paper" start figuring again. *There is plenty of paper*. How can you help your customers make what they have last longer or do more? Give them news, hope, information with an added dose of courage. Use your printed promotion to maintain contacts for the after-war period — by helping all your contacts *through* the war period. You can even help your country and your customers at the same time by following this advice from R. B. Terhune of the Defense Savings Staff of the Treasury Department.

"There are billions of dollars out in the markets of this country today which can not travel through the normal channels of commerce due to War production and manufacturing shortages. We know that this money is dangerous from a standpoint of inflation . . . but is it not interesting money from the standpoint of trade? Would it not be desirable from the standpoint of any selling organization to have its customers create a reserve with this money for the future purchase of the organization's products when they are available?"

War Savings Bonds provide an ideal reservoir for these dollars. Money put into War Savings Bonds today will bear nearly 3% interest, compounded semi-annually, if held 10 years. The Bonds are redeemable for at least the purchase price at any time after

60 days from date of purchase. In fact, if the Bonds are purchased systematically, today's purchasing power can be projected for future business.

For the sake of maintaining product preferences many items are being advertised which cannot be delivered. War Bond publicity should be very appropriate in these Direct Mail pieces."

Some companies are already following this technique. In the Graphic Arts field, The Miller Printing Equipment Company offers a unique war-bond deal on future purchases.

DO YOU NEED RULES?

We cannot give any general set of rules for using printed promotion that will apply to all businesses.

The only infallible rule: *Be Sensible*. Use plenty of letters. Make them sparkle . . . with ideas and courage. Make all of your printed pieces newsy, informative and bunkless. Don't wave the flag to sell goods or to "build prestige." Don't be sloppily sentimental or boastfully sensational. Good sense will win respect in wartime as well as in peace time.

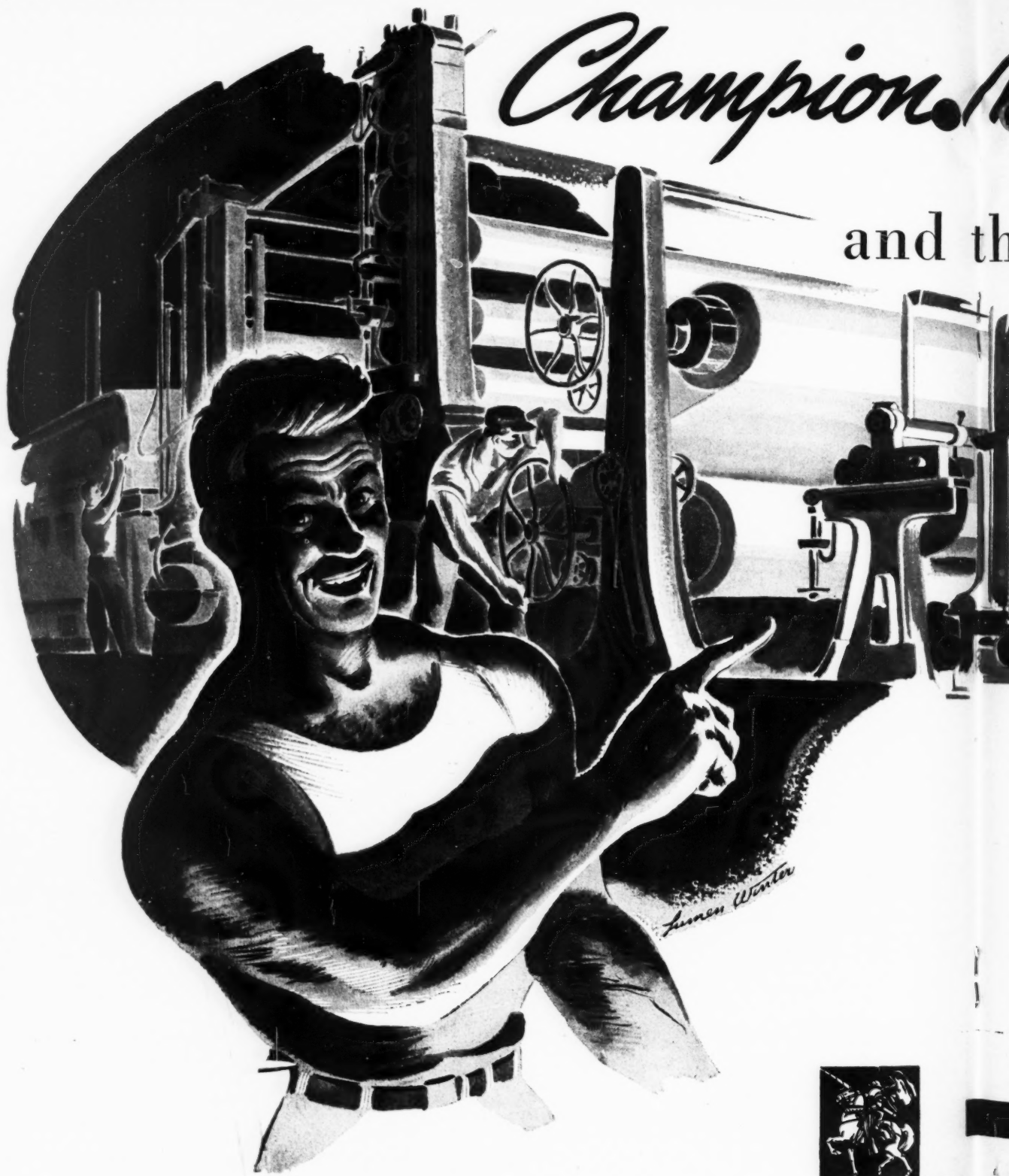
It is not our purpose in this letter to teach you *how* to use printed promotion in wartime. You should *know how* to use it and how to select the forms and styles which fit best in *your program*.

Our one purpose is to warn you against false rumors and hysteria. *There is no paper*

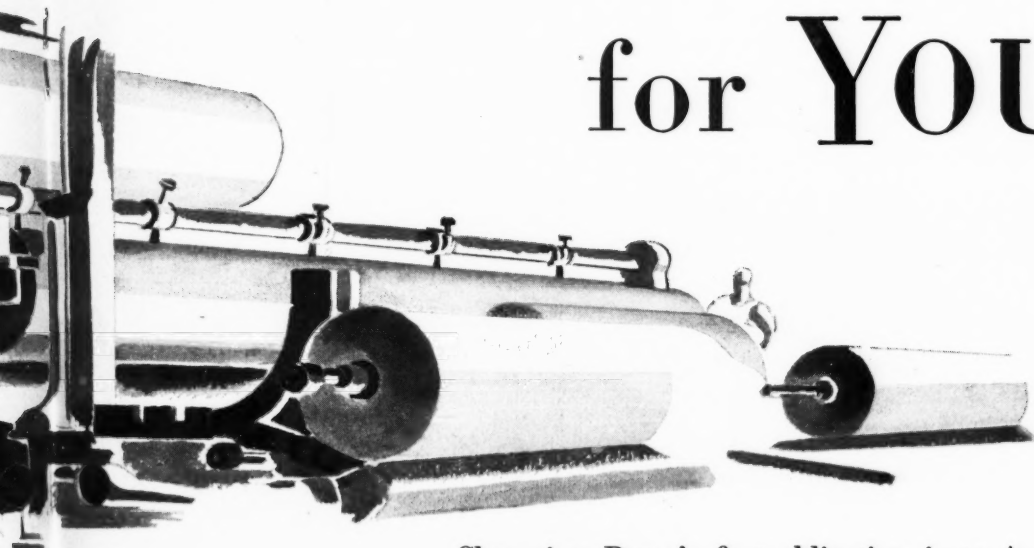
(Continued on page 19)

Champion

and the



Machines are Rolling there's **PRINTING PAPER** for **YOU**



Champion Paper's first obligation is to America. They cooperate wholeheartedly with federal agencies, they supply materials for munitions, and provide paper for Government use. The capacity of their three great plants gives Champion an output well above the greatest production yet required of them for war goods, and this is sufficient to satisfy the needs of Champion's many customers. Patriotism does not suggest your foregoing the use of printing papers, for supplies are adequate to present wartime demands. Advertising on Champion paper continues to be flexible, productive and economical. Coated and uncoated book, offset, postcard, cover, cardboard, envelope, business papers—Champion's line is complete, its values great, its production ample.

THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

*Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelope
and Tablet Writing . . . Over 1,500,000 Pounds a Day*

DISTRICT SALES OFFICES

NEW YORK · CHICAGO · PHILADELPHIA · CLEVELAND · BOSTON · ST. LOUIS · CINCINNATI · ATLANTA

CONFIRMING OPINIONS

New York Employing Printers Association, Inc.

461 Eighth Avenue • New York

Telephone • ME 4-1100 3-1560



May 13, 1942

Mr. Henry Hoke, Editor
The Reporter of Direct Mail Advertising
17 East 42nd Street
New York, N. Y.

Dear Mr. Hoke:

The printing industry is very much in the war ... doing government printing; supplying producers of war material with "utility" printing so essential in helping to get things done; and, through its machinery manufacturers, furnishing war materials and machine tools.

The industry is not, however, suited for all out conversion to war production. Its facilities for handling printing for all civilian needs are unimpaired, and materials for printing are estimated to be quite adequate for all civilian printing requirements. Matter of fact, the industry has ample facilities and materials to spare.

This is not wishful thinking. It has been substantiated by WPA statements.

Without foundation, therefore, are misconceptions held by some printing buyers that reducing their printing will serve patriotic ends. The government itself is controlling the extent of the availability to our industry of certain "critical" materials, and for a few now unavailable satisfactory substitutes have been developed.

Printing buyers should plan their printing to do certain jobs most efficiently, just as they would plan in normal times. Then turning out the work is the printer's job, using materials already cleared by the government for his use, or the use of other industries producing civilian goods.

American business is playing a big part in the war. It shouldn't be handicapped by the unnecessary curtailment of printing, one of its essential working tools, through credence given to misconceptions that are without basis in fact.

Yours very truly

Benjamin Fakula
Benjamin Fakula
President

BP/fb

The New York Times

DRIVE TO CONSERVE PAPER BACKFIRES

Orders Fall Off as Campaign Creates Impression All Types Are Scarce

BACKLOGS DROP SHARPLY

Cut in Operating Rate Below '41 Level Likely—Promotion Program Seen Needed

By WILLIAM J. ENRIGHT

The numerous campaigns for the conservation of paper backfires as the industry is concerned with the decline in orders has been so steady in recent months that within a short while the manufacturing rate will fall below that of a year ago, reports in the trade.

Not only the paper field but the printing and publishing industry as a whole is beginning to suffer from the campaign to conserve in the manufacture of paperboard.

The campaign has created the impression that all paper is scarce. Paper shortages have been made to convince industry that it is not unpractical to continue the use of paper and on legitimate scale. The point, however, has now been reached where a coordinated, large scale campaign is needed, if the industry is to avoid an alarming decline in sales, it was said.

Rate Drops Below 100% Capacity
The decline in total orders for all types of paper has been such in recent months that finally the rate of production has been dropped below 100 per cent of capacity, against a peak reached last year of about 108 per cent. A year ago, the figure was 97.6.

SUNDAY, MAY 3, 1942.

per cent of capacity, so that, if the present trend continues, within a few weeks the operating rate will be under that of last year. From a peak backlog of about six weeks in the early part of 1941, the rate of orders is about 10 to 15 per cent below production, so that a considerable backlog of orders has been built up.

The chief decline in demand has been in printing papers. A considerable amount of business has been lost for the duration because of the conversion of many of the many large industries which were heavy consumers of book paper for promotional literature. This trend has been particularly marked in the auto industry and has been accelerated as more and more industries were ordered to switch to armaments.

The demand for both coated and uncoated papers is now running 10 to 15 per cent below the industry's capacity, while for coated types the shortage is even more acute. More than 50 per cent below the industry's coating capacity. Not only is the industry able to fill all orders, but it is seeking to drum up new business.

Even Kith Mills Welcome Orders
Even the kith mills are willing to accept more orders now than previously.

The printing industry has also been seriously affected by the conversion of many of its customers to war work and the apparent reluctance of unaffected companies to do any appreciable amount of sales promotion. The New York Employing Printers Association recently sent out a bulletin to combat misconceptions about the availability of printing supplies, including the fact that the industry is unable to convert to war work. In the paper field the S. D. Warren Company, a major producer of newsprint, has been doing a neighborhood job in printing paper field.

The campaign to collect waste paper and to encourage the public into believing that all types of paper were in short supply and that it is unpractical to use paper for anything but necessities. This has also contributed to the substantial decline in orders.

THANKS TO BILL ENRIGHT FOR TELLING THE TRUTH ABOUT PAPER SITUATION

READ THIS LETTER FROM N. Y. E. P. A.

shortage. It is not unpatriotic to use paper for printed promotion. If you have the least fear that someone will misunderstand your use of printing . . . put this message on every piece:

"As this is printed there is an abundance, not a shortage, of the kind of paper used for this folder." . .

One of the best current descriptions of wartime advertising is contained in a brochure issued by Lord & Thomas, the Advertising Agency. Its title is "What is Life Like — with the enemy less than twenty minutes away?" It is a report of British advertising in the third year of the war. In spite of *real* paper shortage (since they must import pulp) English advertising continues in a restricted way . . . but with humor, ingenuity and courage.

This paragraph in the Lord & Thomas report is important:

"Every advertisement appearing there today is a flag of defiance; is direct testimony to someone's faith in the future; is someone's toast to victory."

Here in America we are more than "twenty minutes away." We have adequate supplies to wage our war of words. We have unlimited facilities to toast the future with courageous words.

Let's not kill off a great American institution by falling for hysterical rumors. If the spirit of a nation is mirrored in its advertising . . . do your share to keep the mirror bright.

Nothing can stop America! Nothing will stop America! Since our wheels began turning, Hitler has run into trouble. The Japs are being slowed-down. There's a new flame of hope flickering around the world. Use your influence to make the flame grow to a scorching fire of Victory.

Sincerely,

HENRY HOKE (*Your Reporter*)

P.S. Remember, you faint-of-heart, that Hitler spent millions upon millions to flood this country with disruptive printed propaganda. His purpose was to "divide and conquer." You can make your printed promotion a slap in Hitler's face . . . by showing a defiant and constructive picture of AMERICA AT WORK TO WIN THE WAR.



Appleton Papers

IMMEDIATELY AVAILABLE

FOR YOUR DIRECT MAIL NEEDS

There has probably been no other time in recent years when your need for Direct Mail advertising was so great as now.

The prestige of your company—the good will you've built up over a period of years—*must* be maintained until that time when you'll be able to render normal service again. With your salesmen making few, or no calls, Direct Mail can play a vital part in sustaining dealer good will for the duration.

Each grade of paper in the Appleton quality line is designed for a specific type of Direct Mail use. Whatever your needs, there is an Appleton paper to exactly fill the requirements.

All Appleton papers are stocked by paper merchants throughout the country and are *quickly available* in any quantity needed.

Tell us the kind of mailing pieces you are planning and we'll gladly mail suitable samples for layout and dummy purposes. No obligation, of course.

THE APPLETON COATED PAPER COMPANY

4104 WISCONSIN AVENUE, APPLETON, WISCONSIN

RAMBLING THOUGHTS ON CYLINDERS

□ **THE PAST MONTH** has seen a constant stream of visitors to the offices of *The Reporter*. Paper mill men, paper merchants, printers, lithographers, lettershoppers, artists, engravers . . . and what have you. We've also attended meetings of house magazine editors and trade groups of all kinds. Most of the people contacted were worried about the same thing. The feature letter in this issue is our answer for all of you. But this should not stop the visits. We hope *The Reporter* offices will continue to be the meeting place for Direct Mail people . . . even though some may want to use "crying towels." Don't expect to find on the 15th Floor of 17 East 42nd Street, New York, any Pollyannish advice or Alice-in-Wonderland dreamhouse. We are facing the facts and will continue to do so. So far, the meetings of many minds have succeeded in getting the atmosphere a little cleaner than it would be otherwise.

□ **NOTICE TO SUBSCRIBERS:** Because we felt it necessary to change all our plans around for this issue . . . to concentrate on one important subject . . . printing has naturally been delayed. Therefore, this issue is dated MAY instead of the expected "Report for April Activities." All subscription records have been changed accordingly . . . and you will receive 12 regular issues during your subscription year.

□ **WHY WE USED BIG TYPE!** Everyone who saw original manuscript for our letter about the Direct Mail situation urged us to set it in BIG TYPE so no one would miss it. There is another reason for the big type. The feature article in this issue is designed to reach a great many more people than are found on our regular subscription list. You regular readers of *The Reporter* should show this article to other people in your company,—particularly the people who control the spending of money for advertising and promotion. We realize that it is usually hard to get this type of executive to read articles

in advertising magazines. So tell them, when you show them the article, that it is in big type, easy to read . . . and it won't take long.

□ **HERE'S ANOTHER POINT** which we did not include in the main article for obvious reasons. We believe that the Direct Mail industry has been asleep at the switch. The leaders in the supply and production fields should have gotten together long ago to organize a public relations campaign . . . to acquaint the buyers of printing and the general public with the true facts about the situation. Good work has been done in several isolated cases (such as the campaign staged by the Atlanta Master Printers Club) . . . but this whole thing is too big for isolated cases. We therefore suggest that the leaders in the paper mill, paper merchant, printing, lithographing, lettershop and associated fields get together immediately and stop squabbling about details. Call meetings in each locality and invite to those meetings the leading buyers of printing or users of the mail. Discuss the whole situation thoroughly. You will accomplish more by cooperative action than by individual running-around-in-circles.

□ **IMPORTANT.** *The Reporter* has never been known as a "puff sheet." It may be poor business, but we never print articles just to please advertisers . . . or to get advertisers. In fact, we've printed lots of articles that may have lost advertisers . . . and even subscribers. We would have written and printed our long message about paper if we hadn't had a single paper advertiser in the book. We print it because it is the truth . . . and because it's the most important subject in Direct Mail today. However, I hope all of you will notice the paper advertisers. Theirs is an important story, too. These paper mills have consistently "supported" *The Reporter*. They are doing a conscientious and sound merchandising job. Why not check this item right now . . . then write to these mills and compliment them for the

way they are "keeping on." PLEASE do!

□ **A FEW PRINTERS** are doing some good promotion work. Too many printers are stewing in their own juice of despair and are forgetting that their own idle presses could be used to do an intelligent selling job.

You ought to see the elaborate folder just received from the McCormick-Armstrong Company, 1501-11 East Douglas Avenue, Wichita, Kansas entitled "Victory and your advertising . . . it's no time to black out your advertising." A beautiful four-color spread of specimens; a careful and sane explanation of the paper situation; a listing of practical ways to use printed promotion during wartime. Not much defeatism out there in Wichita.

Another producer who is doing a marvelous job: (In this case it's a woman.) Reba Martin, 145 West 45th Street, New York. She's the girl who has made a specialty of hand-colored postal cards and posters. Black is run in offset and colors are hand-applied with stencil pattern for small quantities . . . or by offset for large. Her latest sample brochure is super-excellent . . . and far better than anything she ever did in the so-called good times.

Allen, Lane & Scott, 1211 Clover Street, Philadelphia, Pennsylvania, continue their customary good promotion. Latest piece is an economical blotter to which is attached a miniature folder we like very much. It measures only 2½" x 1¾". The cover bears this title "A Few Words About Neglecting Customers." Open it up and there's the copy "DON'T . . . you'll need them later on."

While we are at it we may as well give you the rest of the copy on the blotter. It's divided up in little blocks, but we'll let it read straight here. "Your Customers are eager to know. Tell Them exactly WHY you cannot supply them now. Tell Them WHAT to do to meet present restrictions. Tell Them HOW they can make what they have, last longer. Tell Them with printing. You can keep your name and your product favorably remembered by occasional printed contacts. Ask us to give you suggestions."

□ **CONGRATULATIONS** to the Atlanta Master Printers Club for the courageous way in which they are trying to spike the false rumors of paper shortage. They recently issued to all advertisers in the Atlanta area, a 12 page, 6" x 9" booklet. In it they spotlight each of the various rumors and then reproduce a letter from a prominent paper merchant which gives the exact facts. Seven such letters are reproduced. Printers and paper merchants in every city should run a similar campaign. Harriet Mae Judd, secretary of the Atlanta Master Printers Club, Chamber of Commerce Building, Atlanta, Georgia may be able to spare you a copy.

□ **ANOTHER NEW HOUSE MAGAZINE.** Volume 1, Number 1, of "Andirons" appeared the first of the year. It's a fine looking 6" x 9" varnished cover, well written promotion, for Anderson & Company, Creative Printers, 156 Pearl Street, Boston, Massachusetts. Art Sisson is the Editor. And that means . . . *it ought to be good.*

□ **A FEW ELABORATE PIECES** are making their appearance in the mail . . . in spite of the rumors of paper shortage. One of the most elaborate is the 100th Anniversary souvenir booklet released by The F. & M. Schaefer Brewing Company, 430 Kent Avenue, Brooklyn, N. Y. It's one of the finest jobs ever produced by William E. Rudge's Sons, Inc. A red stiff book cover with embossed labels. A combination of rotogravure and letter press. 48 pages give the pictorial history of the company and a trip through the plant. It may have been planned before the "rumors" became so prevalent . . . but it sure is a lulu.

□ **CONGRATULATIONS** to Remington Rand Inc., of Buffalo, New York, for their courageous and continued use of Direct Mail. A. N. Seares delivered to *this reporter* a red bound portfolio containing a preview of Remington Rand's 1942 Direct Mail campaign. It's a brilliantly conceived, powerfully designed and dazzlingly effective series of mailing cards, blotters and folders . . . 28 of them altogether. Mailings will be made every other Monday for the next 56 weeks (Continue)

THE REPORTER

SO THIS TIME YOU WANT A LIGHTER WEIGHT MAILING?



ADVERTISER: "Yes, we want to use a lighter weight paper. But first, I want to be sure that there won't be any 'show-through' to spoil the appearance of the job."

PRINTER: "That's easy! We'll use Hammermill Opaque. Light in weight? Sure . . . but it's just as opaque as many a heavier sheet. Both sides can be printed without objectionable 'show-through'."

ADVERTISER: "Good! Then we can get a lighter mailing and cut our postage costs. But what kind of printing can you give us on Hammermill Opaque?"

PRINTER: "First rate—I can guarantee it! Here are some samples of actual jobs. Look them over and judge for yourself."



WHAT THE PRINTER SHOWED HIM—the latest collection of commercial specimens on Hammermill Opaque. Get this set for your own office. See for yourself how Hammermill Opaque can help you turn out better mailings for your money. See for yourself the fine reproduction you can get on this paper, both by letterpress and offset: clean, readable type . . . sparkling color work . . . rich, lifelike halftones. Set includes a sales promotion piece, illustrated letters, light-weight catalog sections, a colorful dealer folder—9 pieces in all—each an overrun of an actual commercial job. Also a handy sample book. Mail coupon for your set now.

HAMMERMILL OPAQUE

MADE BY THE MAKERS OF HAMMERMILL BOND

Hammermill Paper Co., Erie, Pa.

Please send me the free set of commercial specimens and sample book of Hammermill Opaque.

Name.....

Position.....

(Please attach to your business letterhead)

RDMA-AP



Yours for Happy Landings!

You're always right on schedule with **DOLLARS AND CENTS RESULTS** when we pilot your Direct Mail ship.

We know from experience how to make Happy Landings on any Direct Mail field: creative work, market analysis, production, mailing operations. Many national advertisers have been constant Ahrend clients for over 20 years. Let us pilot your direct mail ship to greater profits.

D. H. AHREND CO.

Direct Mail Advertising Specialists

52 Duane St., New York
WOrth 2-5892

If You Like This Issue . . .

and if you are not a regular reader of *The Reporter*, you will be doing yourself a big favor by subscribing now. Know what is going on in the Direct Mail field by following this monthly digest of Direct Mail Ideas. If you are a subscriber . . . how about showing this copy to a friend?

Subscription Rate \$3.00 Special Two Year Rate \$5.00

THE REPORTER, 17 East 42nd St., New York City

Fill out coupon. Paste on Post Card. We will bill you later.

Enter
Subscription to
THE REPORTER

NAME

Address

CITY

STATE

through 1942 and well into 1943. There are 24,000 names on the mailing list, and we are told that only a small percentage of those names (possibly not more than 10%) can purchase any product now. Purpose of the campaign is to keep the Remington Rand name alive and to prepare for post-war markets. We hope that no one succeeds in "selling" someone in Remington Rand on the idea that it is wasteful to use paper . . . because this campaign has not used a single piece of paper of any type in which a shortage exists. Congratulations again and let's hear of other campaigns along similar lines.

□ WHAT ABOUT ELABORATE BROCHURES? Are they wasteful?

There was a big argument about it at the last meeting of the Direct Mail Club of New York . . . a round table session on current Direct Mail pieces and problems. Someone showed the latest brochure of the Owens-Illinois Glass Company of Toledo, O. A few people in the room were violently critical. It's a beautiful piece of work. Measures 10" x 13". A thick rough white cover, with yellow plastic binding. The cover paper is two-tone with a terra cotta shade on the inside of the white. The cover is dry embossed with the printed title reading "America . . . Let's take a look at glass!" A parchment flyleaf. On the 32 pages you find some of the best typography existing in America and beautiful double-spreads of pictures. There are photographs full color . . . and plenty of them. It can be truthfully said that it's the best possible presentation of packaging in glass. The argument at the Direct Mail Club was never settled. Some people thought it was too elaborate in view of the "paper shortage." Others thought it was just right for the purpose. Of course, the "paper shortage" argument is out of the window, because the brochure did not use any type of paper that is considered "critical material."

We understood that extra copies of this brochure were very difficult to get, but took the bull by the horns and wrote to Tom Almroth, Advertising Manager asking him not only for the brochure to display in The Direct Mail Center but also for a short statement concerning the effort . . .

its purpose and its results. Thanks to Mr. Almroth, The Direct Center has a copy and here's the statement.

We have received a great number of complimentary comments from our customers on this mailing piece and we think it has done a great deal for us in the promotion of Duraglas, giving us a definite tie-in between our production and our advertising. Naturally an elaborate printing job of this kind runs into considerable expenditure but it is relatively small compared to the amount we invest in our purchase of space in leading publications and it is our opinion that one is just as necessary as the other in order to do a complete job.

REPORTER'S NOTE: That statement tells a lot more than it actually says. We could write a whole issue of the magazine about it. Get that phrase "in order to do a complete job." Elaborate? Too elaborate? We'd make a guess that the thick cover, dry embossing, plastic binding, four color process, parchment flyleaves didn't cost any more than a one-time color insertion in a leading national magazine. And it did its job. It sold its idea to a selected group of manufacturers. And it didn't waste any essential material. In other words, it was just plain ordinary smart merchandising in wartime. And *this reporter* will put it up on display in The Direct Mail Center and will be willing to argue with all comers.

□ CAUTION. I suppose most of you who publish house magazines know about the restrictions placed by the War and Navy Departments and other government agencies on material which can appear. You must be very careful in the use of pictures and in speaking about any kind of government contract. If your house magazine goes to any point outside of the United States (with the exception of Canada) you must follow the strict rules of the Board of Economic Warfare. It's too long a story to give here and there are frequent changes in the regulations. We hereby advise all house magazine editors to join one of the House Magazine Groups. Ed Badeau is Chairman of The House Magazine Institute. You can write him at The International Nickel Company, Inc., 67 Wall Street, New York. There are other groups in other sections of the country. Ed can tell you about them.

THE REPORTER

☐ **TRADE PAPERS** should not fight Direct Mail. We've complained recently that some trade papers, in an effort to bolster advertising volume, have been knocking Direct Mail. It's all very silly. So we doff our editorial hat to several trade papers who have been doing a fine job.

Medical Economics, as its name implies, is a magazine reaching the medical field. Advertising Manager, Russell H. Babb, knows his advertising. He issues each month a house magazine called *Medical Marketing*, size 5 1/4" x 7 3/4" . . . usually 16 pages. This house magazine goes to pharmaceutical and appliance manufacturers. It tells them how to plan their advertising not only in the trade publications, but also their *Direct Mail advertising*. The February 1942 issue carried an interesting article entitled "Are Some States Consistently High or Low in Direct Mail Returns?" The April 1942 issue carried an article entitled "Do Common Market Characteristics Influence Direct Mail Returns?" Wish we could reprint both articles in entirety. Perhaps Mr. Babb could supply samples. At any rate, he deserves a salute from all Direct Mail people for his broadminded attitude toward advertising. Trade Paper and Direct Mail advertising are not competitors. They *compliment each other*.

Another salute should be blown toward Robert E. Hill of *Bakers' Helper*, 330 South Wells Street, Chicago, Illinois. He uses reams of Direct Mail himself to acquaint advertisers with the benefits of advertising in "The Helpful Magazine for Bakeries." A recent piece is entitled "Things Weren't the Same When Rip Van Winkle Came Back." It's a welcome relief from the sappiness of many of the space promotion pieces. It gives prospective advertisers sound advice on current conditions. It offers a free 90 page manual entitled "A Guide to Effective War-Time Advertising."

No wonder recipients are writing back to Bob Hill with remarks like these: "It is a hell of a swell piece and certainly a lot more convincing than many I have seen."

☐ **SPEAKING OF CRACKING**, one fellow is doing something about the funny items that some newspapers are running under the cloak of "Letters to the Editors." Stuart Webb saw one of those Letters to Editors



For that *PLUS* in Summer Printing use **EAGLE-A TEXT PAPERS**

Make **YOUR** printing win *real results* for your customers. Print their vacation and summer sales appeals on EAGLE-A Papers.

Folders, brochures, programs, announcements, menus, wine lists and other printed material carry extra punch, selling power and appealing quality when printed or lithographed on EAGLE-A Text Papers. There is a splendid choice of colors and finishes in paper and cover weights in this well-known group—and they are surprisingly low in cost!

For that "PLUS" in summer printing, specify these EAGLE-A grades:—

- **EAGLE-A L'AIGLON**
- **EAGLE-A AMERICAN EGGSHELL TEXT**
- **EAGLE-A WESTOVER DECKLE**
- **EAGLE-A ALBION TEXT**
- **EAGLE-A LEONARDO**
- **EAGLE-A DUNDEE DECKLE**

Ask your EAGLE-A paper merchant for dummies, samples and prices.

AMERICAN WRITING PAPER CORPORATION HOLYOKE, MASSACHUSETTS

Manufacturers of the famous *Eagle-A Coupon Bond* and other nationally-known Bonds, Ledgers, Offsets, Writings, Bristols, Mimeographs, Books, Covers, Advertising Papers and Papeteries. Also Technical, Industrial and Special Papers.

THE REPORTER



in a Baltimore paper. It condemned the waste of paper caused by the unnecessary use of Direct Mail. Gave the usual propaganda line that the mail wasn't read and that the country needed paper. Stuart, being in the Direct Mail business, was boiled up. He checked the name of the man who wrote the item. He happened to be the salesman for one of Stuart's best customers. It just happened, also, that Stuart had completed a very fine Direct Mail campaign for that customer. It also happened that Stuart had purchased, himself, some of the products advertised in that campaign. The three page letter Stuart wrote to that propagandist salesman is a masterpiece. Too long to print here, but you can all imagine just about what influence Stuart Webb had to say. No report yet as to the answer. Why don't some of the rest of you write such letters when you see cracks taken at Direct Mail?

□ **GOOD WARTIME ADVERTISING.** Recent 5" x 7" instruction book issued by The Shelby Cycle Company, Shelby, Ohio "How to take care of your bicycle." Well done throughout in two colors.

The Cating Rope Works, Inc., 58-29 Sixty-fourth Street, Maspeth, New York, issues a K-ting Bulletin. Latest issue reads "In Spite of War K-ting Adds a New PLUS to Rope Value . . ." Gives a short description of new process which makes rope stronger and more durable. There is a blue block at lower right corner of third page which reads as follows:

"IMPORTANT. In view of the present serious shortage of manila and sisal fiber we are unable to take care of orders from other than our *regular customers with priority ratings*. However, we are sending you this piece because we want everyone to know about our improved facilities."

□ **RETRACTION DEMANDED!!!**

Dear Mr. Hoke:

Your presumptuousness in publishing an article in "The Reporter" suggesting that copies of Mr. Price's recent talk are obtainable from the writer is causing me no end of embarrassment and annoyance.

I made no agreement with your publication nor with anyone else to furnish copies of this talk. I merely agreed to make up a few copies for some of the boys at my own club who requested copies.

I had nothing further to do with it. I'm not sponsoring the talk and do not necessarily agree with the opinions expressed.

I have no copies to send anyone. Please retract the statement in your next issue and please be very specific in explaining to your readers why I have not answered their requests. Next time a transaction of this kind occurs I'd suggest that you get authorization before subjecting anyone to needless annoyance of this kind.—O. V. Hessel; John S. Swift Company, Inc. (Planographers operating plants in Chicago—St. Louis—New York—Cincinnati) 17 North Loomis Street, Chicago, Ill.

REPORTERS NOTE: Alright . . . there's your retraction in your own words for any "interpretation" our readers want to make. This is first time in our experience that anyone (especially in the printing business) has resented being complimented or being placed in favorable contact with possible customers. So don't any of you dare to write to Mr. Hessel who innocently placed his name and address on the reprints distributed widely. You'll probably get a *very courteous* answer if you write to Arthur Price of Sears, Roebuck, Chicago. He not only knows how to talk . . . but writes friendly, goodwill-building letters.

Incidentally, here's an amazing paragraph in a recent letter from Sears, Roebuck's Arthur Price.

May I tip my hat a second time to the splendid editorial treatment you have given the talk. I wish we could make our catalog copy hop out typographically as you have made this article and, in fact, the rest of your editorial content. It is easier to read than any publication I have seen.

Some of you critics of *The Reporter's* typography can now go jump in the lake.

WHY PUT A PICTURE ON THE BACK OF YOUR ENVELOPE?



With the new ARTOGRAPHIC PROCESS

you can have a continuous picture on the back of your envelope, across flaps and seams as shown in the above illustration.

THIS IS EFFECTIVE ADVERTISING BECAUSE:

1. More than 72% of the business men with whom you correspond will read your message (D.M.A.A. and Dartnell surveys show that more than 72% of all business men open their own mail).
2. Nearly 100% of the householders with whom you correspond will look at the picture on the outside of the envelope, causing them to have greater interest in the inner contents.
3. An envelope is seen by eight to ten mail clerks while enroute to its destination . . . and there are over 90,000 letter carriers in the United States.

THE COST OF ADVERTISING TO THESE BUSINESS MEN, HOUSEHOLDERS AND POST OFFICE EMPLOYEES IS SMALL, WHEN YOU USE THE ARTOGRAPHIC PROCESS, BECAUSE:

1. The space on the back of the envelope is free.
2. The postage is free (an advertising message on back of envelope requires no extra postage).

ASK FOR SAMPLES AND FURTHER DETAILS

CURTIS 1000 INC. 342 Capitol Ave. 1000 University Ave. 2630 Payne Ave.
HARTFORD, CONN. ST. PAUL, MINN. CLEVELAND, O.

□ **GOOD ADVICE** on wartime advertising has been *rampant* in the Printing and Advertising Clinics sponsored by the General Printing Ink Corporation, 100 Sixth Avenue, New York. These clinics (reported before) have been running regularly and have been attended and addressed by outstanding leaders in advertising. Herb Kaufman has made a practice of digesting the important information and has published the digests in attractive booklets. In case any of you do not know about this information, we suggest that you contact Herb Kaufman.

□ **FOR A COMPLETE AND ELABORATE PRESENTATION** you should see the latest masterpiece of the Advertising Department of The Barrett Company, 40 Rector Street, New York. Remember their "Ammunition" portfolio of several years ago. We've just received from A. G. Husen, the 1942 Advertising Kit . . . a dark red leather-bound container, 12½" wide x 10" deep x 1¾" thick. It is closed with a chromium trunk clasp which releases the envelope-type cover. A black flexible carrying handle is provided for the convenience of salesmen, jobbers, dealers. Inside are seven tabbed accordion folders, each a different colored stock on which are mounted actual specimens of all Barrett building material literature, mail campaign pieces, etc. Also enclosed in the kit is an 84 page, wire-bound Advertising Catalogue . . . containing full descriptions of all advertising pieces, the character of the campaign, the way to use it.

Again Barrett has produced the equivalent of a real textbook on manufacturer-dealer advertising. The Kit is hard to explain in a magazine. We're glad to have one in our Direct Mail Library.

□ **THE WOMAN'S MARKET** is getting more important. We've just received a digest of the round table discussions at the Insurance Advertisers Eastern Conference. Many of the discussions were focused around "the woman's market." The record reveals that already 20% of total policies sold are sold to women and this with a comparatively feeble effort on the part of most companies. Al Randolph of Penn Mutual described his special Direct Mail campaign ad-

ressed to women (previously commented upon in *The Reporter*). Surprising figures are revealed in the first stages of the campaign. Previous to the war period, the average responses from mailings to women have been around 5%, while the average response in this campaign so far runs at 18.2%.

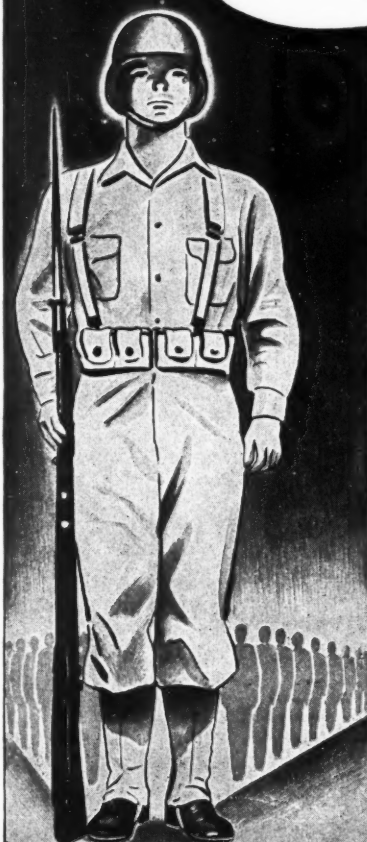
Bill Camp of the Connecticut Mutual reported that increases in sales to women during 1941 was 15.2%, while the company's general average

for business declined 4.1% under the previous year.

You Direct Mailers should note those figures carefully.

Incidentally, Chuck Strotz, Advertising Manager of the Southern States Iron Roofing Company, Savannah, Georgia, tells us that Jane Hopkins of his staff designed a special folder directed "To the Lady of the House" . . . and it's working pretty good. Previously, all promotion was heavily on the masculine side.

16 MEN BEHIND THE MAN BEHIND THE GUN



And every one of the sixteen had to be instructed in the operation of new machines and their uses. Millions of pieces of printed matter carried these instructions, are used 24 hours a day. Tough service, but your printed matter will stand up under tough usage if you specified

KROYDON COVER

one of the tough but attractive and printable cover papers made by the specialists in cover papers,

"THE COVER PAPER MILL"

Send for samples of these proven cover papers: KROYDON COVER, complete color range, 2 sizes, 2 weights; TWILTEX COVER, complete color range, 2 sizes, one weight; LEATHERCRAFT COVER, complete color range, 2 sizes, 2 weights.

HOLYOKE CARD and PAPER CO.
SPRINGFIELD MASSACHUSETTS

□ **MORE WARTIME ADVERTISING.** Howard Swink of Howard Swink Advertising Agency, 372 East Center Street, Marion, Ohio, has just sent us the new portfolio mailed to 2,000 agents of The Central Manufacturers' Mutual Insurance Company. This company has been issuing super-excellent campaigns for many years. The 1942 brochure, containing complete explanation and samples of the campaign, is no exception. Howard tell us that *as usual* the campaign has been pretested and the tests indicate that the final campaign will pull approximately 20% in replies. We are glad to have this on display in The Direct Mail Center as another example to show the faint-of-heart.

□ **BE SURE TO GET** the May 18th issue of the *New Republic*. Buy it on your newsstand for 15c. You will receive an extra supplement free of charge. That supplement will go down in history as one of the best

pieces of political writing ever produced. It is a calm, sensible and factual explanation of the efforts to disrupt and leave unprotected the United States of America. It tells the story of the clique in Washington which attempted to block every move toward preparedness. Most of the men involved were also involved in *the misuse of the franking privilege*. If the people in the 26th Congressional District of New York will read this supplement about "the Ham Fish Congress" and if they still insist on sending Ham Fish back to Congress . . . then there is something seriously wrong with things as they are.

□ **MORE ABOUT HAMILTON** (and not Fish). Since that Hamilton College insert appeared in the last issue, we've heard from more Hamilton people than we knew existed. Bob Elliott of the S. D. Warren Company, Boston, sent us the entire 1941 campaign for Alumni Memberships and Alumni Funds. Wish we had seen a

campaign like this before we talked to the Alumni Secretaries several years ago at Swampscott. The 1941 campaign more than tripled income of the year before and doubled the number of participants. Bob tells us that it was the greatest increase ever made by any college and placed Hamilton third among all colleges (in percentage of Alumni participating.) Previous place was "about 47". See . . . it can be done. The campaign was a mixture of personal letters, finely printed circulars (like the one in the last *Reporter*) and humorous cartoon bulletins.

□ **NO, WE HAVEN'T FORGOTTEN!** We are still remembering that nothing has been done so far in Congress to stop the misuse of the franking privilege. The way Members of Congress have been acting during the past several months, we doubt if anyone will ever have the nerve to try to clean up the franking mess. So far as we can learn, the obstruc-



FINEST RESULTS EVERY TIME

Mercury-Lith Rollers
FOR YOUR MULTILITH

Office forms, mailing pieces with detailed halftones, sales letters — any type of job can be done better with these rugged, smoother-surfaced, engineer-designed rollers. Try them and let the results speak for themselves.

MERCURY PRODUCTS

CHECK WITH EVERY REQUIREMENT



REAL ECONOMY IN OPERATION

Mercury-Graph Rollers
FOR YOUR MULTIGRAPH

The quality of your rollers has a great deal to do with the quality of the work you turn out. Use these custom-made rollers and see the difference! Made by the largest plant devoted exclusively to rollers and blankets for the Graphic Arts.



PERFECT FOR EVERY TYPE OF JOB

Mercury-Lith Blankets
FOR YOUR MULTILITH

An exact duplicate of the blankets used on huge multicolor lithograph presses, the Mercury Blanket will give you reproductions far clearer, far cleaner than you have ever before experienced. Extra-economical, too, and they provide longer "mileage." Cut to fit your press.

D. M. Rapport
President

RAPID ROLLER CO.

Federal at 26th
Chicago, Illinois

tionists have stopped using the franking privilege for Nazi inspired propaganda. But a few Congressmen are still violating the fundamental theory. You should read the hot letter a certain New Yorker wrote to the Honorable Henry M. Jackson of the State of Washington during the early part of May. This New Yorker received a Jackson franked envelope containing a not very important speech. The New Yorker wanted to know "why you use the franking privilege originally designed to enable you to reach your own constituents within your own Congressional district for the purpose of addressing me located in New York City separated from your constituents by the entire breadth of the North American Continent?" And that's that, Congressman Jackson!

Another recent case which smells to high heaven is a mailing bearing the frank of Congressman Joseph B. Shannon of Missouri. It's a speech about the Benton War Paintings (which are being exhibited in New York). The franked mail was sent to an art museum mailing list judging by the addresses on the samples obtained. Imagine a free Congressional frank being used for this purpose. Imagine the outlandish inconsistency of a Congressman taking the time of a wartime Congress to rave about paintings and then allowing his frank to be used on a mailing to New Yorkers to stir up interest in a New York art exhibit. It doesn't make any better sense than the refusal of Congress to recognize the evils in the franking privilege.

□ **WINDOW ENVELOPES** will still be used. In spite of the fact that cellophane cannot be used for window envelopes under government ruling, there will be glassine windows and plain windows.

□ **A BOOK ABOUT ENVELOPES.** Don't know why we've never mentioned this before. Suppose it's because we never saw it before. George Gaw of the Direct Mail Research Institute, 230 East Ohio Street, Chicago, Illinois sent us a copy of "The Book of Envelope Facts." It's a stiff cover 5½" x 8", 45 page textbook on envelopes. It gives tests, surveys, case histories, showing the

influence of envelopes in advertising returns. More than 20,000 copies have been supplied to advertising agencies, and leading advertisers since it was published last year. There is no sale price and those interested can secure copies by writing to the Envelope Manufacturers Association, 19 West 44th Street, New York. It's a good addition to any Direct Mail Library. Since it's free . . . the requests should be many.

□ **THE VICTORY REPLY LABEL** is continuing to pull well . . . judging from reports being received from all around the country. Even though the need for conservation of paper was seriously overemphasized, and even though the Victory Label was originated as an emergency effort to avoid threatened restrictions on business reply envelopes . . . it is still good as a unique Direct Mail tool. We haven't received a single report from any tester which indicated that the Victory Reply Labels pulled less than the regular business reply envelope. So use your own judgment.

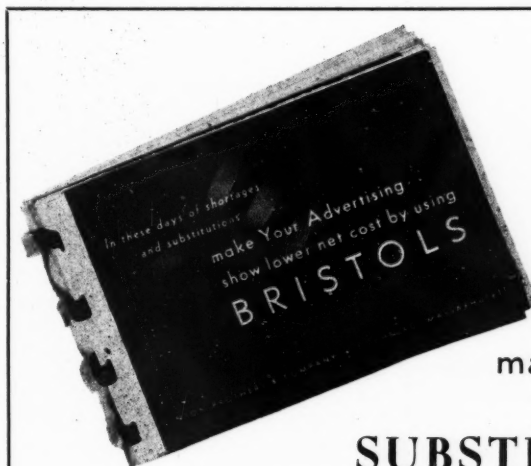
□ **LABEL REPORT:** One of our accounts has been using that Victory Business Reply Label of yours. Results so pleasing, we're getting out a special letter on the subject to their accounts.

Thought you ought to know how contagious your good ideas are. I believe in handing out flowers to the living.—E. Jacoby, *The Jacoby Organization*, 118 East 25th Street, New York, N. Y.

P. S. Keep up your baiting of Ham Fish. Nail the male and mail will take care of itself.

□ **THE U.T.A. CONVENTION** has been moved forward from its usual Fall date to July 6, 7 and 8 at French Lick Springs, Indiana. A good move. The printers should certainly get together . . . and no one can tell what the convention business will be like by the time Fall arrives.

□ **CASUALTY NOTE.** Just received another letter written from the Tampa Municipal Hospital. Cordial Contact Jack Carr is back there again! Had to have his leg rebroken and reset to overcome complications resulting from the first break. In spite of



This Booklet

contains many ideas for effective

SUBSTITUTION

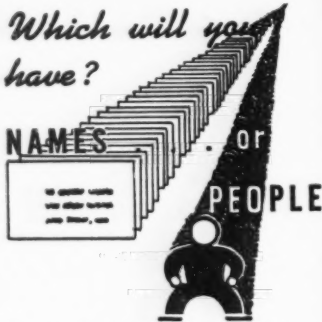
in the days of shortages

IT TELLS YOU WHY THE EFFECTIVE USE OF
BRISTOL
REDUCES YOUR ADVERTISING NET COST

Your Paper Merchant Has A Copy For You
or send to

LINTON BROTHERS & COMPANY
FITCHBURG, MASS.

Which will you have?



NAMES . . . **OR PEOPLE**

Names come to Life when you rent lists of individuals with *known* mail-buying habits.

We know the names list owners circularize to get their customers. And we know why some lists pull better than other lists that appear to be much the same.

Give us a word-picture of your "average" prospect. We'll let you know the lists where you'll find this man — and hundreds of others like him.

D-R SPECIAL LIST BUREAU
(Division of Dickie-Raymond, Inc.)

80 Broad Street Boston



Complete
TYPESETTING SERVICE

... for Advertisers' and Publishers' most exacting demands — Hand-type, Monotype, Linotype. ... Tons of type of every description for Electrotyping, Engraving. Reproduction proofs for Offset or Gravure Processes. A complete reprint division for quick service.

KING
TYPESETTING SERVICE
In the McGraw-Hill Building
330 WEST 42d St., NEW YORK

ALSO FOREIGN-LANGUAGE TYPESETTING

everything, his letters are still breezy and we like the last paragraph . . . to wit: "Wish you'd drop me a line here at the hospital. It will break the monotony to hear from you. So, unless I take a turn for the nurse, I am, Yours, Jack."

□ **WARNING.** Several months ago we told about those tricky mailing pieces which use invisible ink. Message becomes clear when paper is dipped in water. Several of our readers decided to use the idea. Mailings were held up at the Post Office. First class postage was demanded.

We went to the bat with the Post Office Department in Washington but without success. The Post Offices ruled that an invisible message technically has the wording "locked in." They claim that the Post Office clerks cannot examine the message, and that therefore each piece must bear first class postage. That seems to be stretching a technicality to the limit, but since the ruling has been made, you'll have to stick to it. Don't use invisible message trick pieces unless you want to pay first class postage.

□ **PATRIOTIC STICKERS** are popular. There are all sorts of them on the market. Best ones are those warning against careless talk. Many of the best current stickers are illustrated in an attractive colorful folder recently issued by McLaurin-Jones Company of Brookfield, Massachusetts. Better write for a copy. Incidentally, Sydney Hollaender of Ever Ready Label Corporation, 141 East 25th Street, New York City, also features patriotic, speed-up and warning labels in recent circulars.

□ **ANOTHER GOOD BOOKLET:** Beautifully illustrated throughout. "A Business Life in Kentucky," published by the Kentucky Utilities Company, Incorporated, Lexington, Kentucky. It's an interesting and instructive description of the State.

□ **CORRECTION.** J. H. McCarroll, Advertising Manager of the Bankers Life Company, Des Moines, Iowa, calls our attention to the fact that in complimenting his house magazine "Onward" for its unique "V" cover, we called it a *monthly*. Mr.

McCarroll thinks we ought to know that "Onward" is published *weekly*, not monthly, and it is one of only 19 weekly house magazines out of all the hundreds of house magazines published in the United States.

Incidentally, he confesses that the complimented "V" cover was "swiped" from the Intertype Corporation's house magazine. That's how ideas get around.

□ **WORST ADVERTISEMENT OF THE CURRENT CROP** appeared in a recent issue of the Herald-Tribune. Nick Samstag says he hopes it does not mean that this is the beginning of a series—the theme of which is "you might as well be dead." It was an awfully good-looking ad with excellent typography. Its border gave it the impression of a dignified, solid plaque. A churchlike structure is pictured at the top. Here was the wording for the first five display lines.

SECURITY
In A Changing World
The
WOODLAWN
Cemetery

The balance of the advertisement gave the address and the names of the Officers and Directors.

For some reason or other, this advertisement brought to mind one of the first threatening letters received by *this reporter* at the start of his anti-Nazi crusade. It was a letter threatening to have us placed in a concentration camp when Hitler finally won. It defined the boundaries of the concentration camp in the Bronx. The southern boundary was to be the Woodlawn Cemetery. Security!!!

□ **WHO HAS SOME GOOD COLLECTION LETTERS?** E. S. Howell of The Grolier Society, 2 West 45th Street, New York, gives us a pat on the back in sending his renewal check. He says "Your collection letter is a honey! Anyone who fails to act on it is some sort of a numbered columnist. Let's have more collection ideas in *The Reporter*. You have been neglecting one of the mail order man's greatest woes."

O.K. We didn't know our collection letter was "a honey" . . . but we'd like to pass along successful collection letters. Please send them to us.

CLASSIFIED ADS

Rates, 50¢ a line—minimum space, 3 lines. Help and Situation Wanted Ads—25¢ per line—minimum space 4 lines.

ADVERTISING AGENCIES

Your agents, mail order advertisement inserted all newspapers, magazines at publishers' rates. Martin Advertising Agency, 171P Madison Avenue, New York.

EQUIPMENT

SAVE HALF on Mimeographs, Multi-graphs, typewriters. Write for list of other bargains. Pruitt, 69 Pruitt Bldg., Chicago.

MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments—Sold, Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

LETTERHEADS

If you want a **BETTER LETTERHEAD** contact Frederick Scheff, Author "Letterhead Design," 68 Nassau St., N. Y. C.

MAILING LISTS

TIME-**SAVING AID!** Over 10,000 classifications supplied. Also scores of new "buyer" lists. Explain needs. Associated Services, 741 Goff St., Ann Arbor, Michigan.

MAILING LIST RENTALS

1,000,000 NAMES FOR RENT Our advertising brings nearly 1,000,000 new mail-order novelty buyers each year. Complete information sent upon request. Johnson Smith & Co., Detroit, Mich.

MISCELLANEOUS

CONSTRUCTIVE HELP FREE: The Man Marketing Clinic shows men and women how to organize and apply sound merchandising principles to the selling of their own assets and abilities. No charge—no obligation. Applicants of merit welcome. Meetings, under the auspices of the Sales Executives Club, held Fridays at 7 P.M. at the Engineering Bldg., 29 W. 39th St.

MULTIGRAPHING SUPPLIES

RIBBONS, INKS AND SUPPLIES for the Multigraph, Dupligraph and Addressograph Machines. We specialize in the Re-Manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

PHOTO OFFSET SUPPLIES

MULTILITH—PHOTO OFFSET Owners Lithostat Mechanical Negative. No Camera Equipment necessary. Sharper copy; Less cost. Write for details. Lithostat Co., 5017 Cermak, Cicero, Ill.

THE REPORTER

POSITION WANTED

YOUNG MAN, 26, mail order experience in books. Desires new connection with a leading publisher or mail order firm. Draft exempt. Write to Box 401, c/o THE REPORTER, 17 E. 42 St., N. Y. C.

SALES LETTERS

If **ALL IS** four-square, I'll either achieve the slant and strength which you'll agree will *sell it best*—or I'll refund your \$5. **WALT JENKINS**, 1595 Bryant St., Denver, Colorado.

COOL 'SHORE VACATION PACKAGE
FAMOUS FOOD
Airy Outside Rooms
Seawater Baths
Cool Sun Decks
Music
BEACH BATHING FACILITIES
DINNER DANCING

Room, Bath & Meals
\$13 \$14 \$16
PER PERSON
Two in a room
FRIDAY TO SUNDAY

WRITE FOR RESERVATIONS
Louis W. Parsons Mgr.

THE SENATOR ATLANTIC CITY

☐ **WE HESITATE** to say anything about paper shortage . . . after the long article in this issue. But we can't resist complimenting The E. B. Eddy Company, Limited, Hull, Canada, for its excellent booklet "The Paper Shortage and what to do about it!" It's the best explanation we've seen recently on how to avoid waste in cutting, folding, etc. It shows how to plan your piece to avoid all possible waste. It would be good advice at any time. Perhaps those interested could secure a copy by writing to G. D. Scott, Advertising Manager.

☐ **I AM VERY SERIOUS** about that P.S. on the cover. This is the last item in this unusual emergency issue. I honestly believe that the Editor of *The Reporter* receives more letters from subscribers than the Editor of any other trade publication (in proportion to circulation.) Perhaps we don't even need to add the phrase in parenthesis. This month, I hope that the mailman will deliver a deluge of letters. Let's find out what all of you are feeling, thinking and doing. Then, next month, I'll give you a report which may solve a few problems.—*H. H.*

Professional Mailing Lists

Do you circularize Physicians, Dentists, Druggists, Osteopaths, etc? We have complete mailing lists covering these groups and allied Professions. Our lists are on stencils—the service of addressing your envelopes can be bought for as little as \$2.25 per thousand.

- 100% Accuracy Guarantee
- 72-Hour Service
- Clean Address Imprints

Fisher-Stevens Service, Inc.

183 Varick St. New York, N. Y.



use **Address Cards** of plastic permeated fibre that are tough and as durable as metal. Yet an ordinary typewriter will stencil your addresses in them at type-writing speed. Send for booklet, "Story of a Father and Son or Unscrewing the Inscrutable."

THE ELLIOTT ADDRESSING MACHINE CO.
127 Albany Street Cambridge, Mass.

FREE PORTFOLIO OF FAMOUS LETTERHEADS

LET us show you how we have helped to modernize the letterheads of American industry. Get our **FREE** portfolio and price list. Just attach this ad to your business letterhead and mail to

UNIVERSAL LITHOGRAPHING COMPANY
(Subsidiary of Peerless Litho. Co.)
4317 Diversey Ave., Dept. 24, Chicago, Ill.



THE OFFSET BLACK

developed especially for Multilith
and similar small offset presses.

- R-100** is formulated to provide the concentration necessary for proper reproduction on small offset presses.
- R-100** is adjusted to dry and set quickly for both long and short run work. Will not dry on the press.
- R-100** has the same density as the blacks that are used on large offset presses. You are certain to obtain clarity and sharpness of reproduction.
- R-100** has firmly entrenched itself in the small offset press field because of its perfect working qualities.

The same degree of skill and experience which has made the name of F & L renowned in the lithographic field is reflected in the manufacture of this black as well as in their complete line of colored inks and supplies for small offset presses.

THE FUCHS & LANG MFG. COMPANY

(ESTABLISHED 1870) DIVISION - GENERAL PRINTING INK CORPORATION

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BOSTON CHICAGO CINCINNATI CLEVELAND ST. LOUIS FORT WORTH
PHILADELPHIA SAN FRANCISCO LOS ANGELES TORONTO, CANADA

ORDER A
TRIAL CAN TODAY
OF
R-100

